

# THE RITUAL

Step N°9 : The Bestowal

The perfect Stella Artois is not only poured. It is served.  
A ritual that for centuries has left patrons the world over  
watching and wanting. And this, their refreshing reward.  
So before you say cheers, expect to hear a few of them.



*She is a thing of beauty*  
StellaArtois.com

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Stella Artois® Beer, Imported by Import Brands Alliance, St. Louis, MO